

# ORDER



**Orders**

**Order / Rev:** 706619

Alt Order #: 06278700

Product Desc: OBAMA FOR AMERICA

Estimate: 1536

Flight Dates: 09/18/12 - 09/24/12

Original Date / Rev: 08/15/12 / 08/15/12

Order Type: Political

**WKYC**

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

**Agency**

**Name:** Greer Margolis Mitchell/ Pol

Buying Contact:

Billing Contact:

3050 K St NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: WEEKLY

Agency Commission: 15%

**Advertiser**

**Name:** Obama/D/President

Demographic: A35+

Product Codes: PL-Presidential

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	153	\$82,050.00	\$69,742.50
09/24/12	09/30/12	25	\$13,650.00	\$11,602.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	178	\$95,700.00	\$81,345.00	0.00
<b>Totals</b>	<b>178</b>	<b>\$95,700.00</b>	<b>\$81,345.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WKYC	32%	\$95,700.00
Market	100%	\$299,062.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$62,803.12
WJW	30%	\$89,718.75
WOIO	15%	\$44,859.38
WUAB	2%	\$5,981.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/18/12	09/21/12	Days of Our Lives	CM	1p-2p	- TWTF - -	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -		4				\$200.00		0.00			
E 2	WKYC	09/18/12	09/21/12	M-F 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -		4				\$100.00		0.00			
E 3	WKYC	09/18/12	09/21/12	Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$450.00	P-5	0.00	NM	4	\$1,800.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -		4				\$450.00		0.00			

Order / Rev: 706619  
 Alt Order #: 06278700  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	09/18/12	09/21/12	M-F 10-11a M-F 10-11a	CM	10a-11a - TWTF--	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				4	\$100.00		0.00			
E 5	WKYC	09/18/12	09/21/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a - TWTF--	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				4	\$150.00		0.00			
E 6	WKYC	09/18/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p - TWTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				4	\$200.00		0.00			
E 7	WKYC	09/18/12	09/21/12	Last Call Last Call w/Carson Daly	CM	135a-205a - TWTF--	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				4	\$50.00		0.00			
E 8	WKYC	09/18/12	09/21/12	M-F 2-3p Rachel Ray	CM	2-3p - TWTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				4	\$200.00		0.00			
E 9	WKYC	09/18/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p - TWTF--	:30	6	\$200.00	P-5	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				6	\$200.00		0.00			
E 10	WKYC	09/18/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p - TWTF--	:30	6	\$300.00	P-5	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				6	\$300.00		0.00			
E 11	WKYC	09/18/12	09/21/12	M-F 430a-5a 430a News	CM	430a-5a - TWTF--	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				4	\$50.00		0.00			
E 12	WKYC	09/18/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a - TWTF--	:30	8	\$50.00	P-5	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				8	\$50.00		0.00			
E 13	WKYC	09/18/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p - TWTF--	:30	5	\$500.00	P-5	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				5	\$500.00		0.00			
E 14	WKYC	09/18/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p - TWTF--	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				6	\$750.00		0.00			
E 15	WKYC	09/18/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a - TWTF--	:30	8	\$400.00	P-5	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				8	\$400.00		0.00			
E 16	WKYC	09/18/12	09/21/12	Nightly News Nightly News	CM	M-Su 6:28p-7p - TWTF--	:30	6	\$1,500.00	P-5	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				6	\$1,500.00		0.00			
E 17	WKYC	09/18/12	09/21/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p - TWTF--	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--				6	\$750.00		0.00			
E 18	WKYC	09/18/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a - TWTF--	:30	16	\$400.00	P-5	0.00	NM	16	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706619  
 Alt Order #: 06278700  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WKYC	09/18/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a - TWTF--	:30	16	\$400.00	P-5	0.00	NM	16	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--		16		\$400.00			0.00			
E 19	WKYC	09/18/12	09/21/12	M-F 730-8p Entertainment Tonight	CM	730-8p - TWTF--	:30	4	\$750.00	P-5	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--		4		\$750.00			0.00			
E 20	WKYC	09/18/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a - TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--		8		\$200.00			0.00			
E 21	WKYC	09/18/12	09/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P - TWTFs-	:30	7	\$950.00	P-5	0.00	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTFs-		7		\$950.00			0.00			
E 22	WKYC	09/21/12	09/21/12	Fri Prime C Fri Prime C	CM	10-11p ---- F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---- F--		1		\$1,500.00			0.00			
E 23	WKYC	09/24/12	09/24/12	Mon Prime Other Monday Prime Other	CM	Various M----- (8:00 PM-10:00 PM)	:30	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1		\$5,000.00			0.00			
E 24	WKYC	09/22/12	09/23/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su -----SS (6:00 PM-6:30 PM)	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----SS		2		\$500.00			0.00			
E 25	WKYC	09/22/12	09/22/12	Sat Prime C Sat Prime C	CM	10-11p -----S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1		\$900.00			0.00			
E 26	WKYC	09/22/12	09/22/12	It's About You Seg Spon It's About You Seg Spon	CM	10:30-11A -----S-	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1		\$100.00			0.00			
E 27	WKYC	09/22/12	09/22/12	630A-7A Chris Matthews Show	CM	630a-7a -----S-	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1		\$200.00			0.00			
E 28	WKYC	09/22/12	09/22/12	Sat 7-8p Sat 7-8p	CM	7-8p -----S-	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1		\$400.00			0.00			
E 29	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a -----S-	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		2		\$350.00			0.00			
E 30	WKYC	09/22/12	09/22/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a -----S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		3		\$350.00			0.00			
E 31	WKYC	09/23/12	09/23/12	Meet the Press Meet the Press	CM	1030a-1130a -----S	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1		\$1,500.00			0.00			
E 32	WKYC	09/23/12	09/23/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p -----S	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706619  
 Alt Order #: 06278700  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 32	WKYC	09/23/12	09/23/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p -----S	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$950.00		0.00				
E 33	WKYC	09/23/12	09/23/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su -----S	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$100.00		0.00				
E 34	WKYC	09/23/12	09/23/12	5A-530A Hometime	CM	5a-530a -----S	:30	1	\$125.00	P-5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$125.00		0.00				
E 35	WKYC	09/23/12	09/23/12	530A-6A America's Black Forum	CM	530a-6a -----S	:30	1	\$125.00	P-5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$125.00		0.00				
E 36	WKYC	09/23/12	09/23/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game -----S (7:00 PM-8:00 PM)	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$1,000.00		0.00				
E 37	WKYC	09/23/12	09/23/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game -----S (7:00 PM-8:00 PM)	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$1,000.00		0.00				
E 38	WKYC	09/23/12	09/23/12	NFL Regular Season Fo NFL Football	CM	NFL Football -----S (8:00 PM-11:00 PM)	:30	2	\$3,500.00	P-5	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		2		\$3,500.00		0.00				
E 39	WKYC	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a -----S	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		2		\$350.00		0.00				
E 40	WKYC	09/23/12	09/23/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a -----S	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		3		\$350.00		0.00				
E 41	WKYC	09/20/12	09/20/12	Thu Prime C Thu Prime C	CM	10-11p ---T---	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---		1		\$2,800.00		0.00				
E 42	WKYC	09/20/12	09/20/12	Thu Prime A Thu Prime A	CM	8-9p ---T---	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---		1		\$1,800.00		0.00				
E 43	WKYC	09/18/12	09/18/12	Tue Prime C Tue Prime C	CM	10-11p -T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----		1		\$2,500.00		0.00				
E 44	WKYC	09/18/12	09/18/12	Tue Prime A Tue Prime A	CM	8-9p -T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----		1		\$2,800.00		0.00				
E 45	WKYC	09/19/12	09/19/12	Wed Prime B Wed Prime B	CM	9-10p --W---- (9:00 PM-10:00 PM)	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----		1		\$2,000.00		0.00				
E 46	WKYC	09/24/12	09/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 706619  
 Alt Order #: 06278700  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 46	WKYC	09/24/12	09/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$200.00		0.00			
E 47	WKYC	09/24/12	09/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$100.00		0.00			
E 48	WKYC	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1135p-1237a M-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$450.00		0.00			
E 49	WKYC	09/24/12	09/24/12	M-F 10-11a M-F 10-11a	CM	10a-11a M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$100.00		0.00			
E 50	WKYC	09/24/12	09/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$150.00		0.00			
E 51	WKYC	09/24/12	09/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$200.00		0.00			
E 52	WKYC	09/24/12	09/24/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM) M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$50.00		0.00			
E 53	WKYC	09/24/12	09/24/12	M-F 2-3p Rachel Ray	CM	2-3p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$200.00		0.00			
E 54	WKYC	09/24/12	09/24/12	M-F 430a-5a 430a News	CM	430a-5a M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$50.00		0.00			
E 55	WKYC	09/24/12	09/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				2	\$50.00		0.00			
E 56	WKYC	09/24/12	09/24/12	M-F 5-6p Dr. Phil	CM	5p-6p M-----	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$500.00		0.00			
E 57	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$750.00		0.00			
E 58	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				2	\$400.00		0.00			
E 59	WKYC	09/24/12	09/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,500.00		0.00			
E 60	WKYC	09/24/12	09/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706619  
 Alt Order #: 06278700  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 60	WKYC	09/24/12	09/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p M-----	:30	1	\$750.00	P-5	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1		\$750.00		0.00			
E 61	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a M-----	:30	4	\$400.00	P-5	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		4		\$400.00		0.00			
E 62	WKYC	09/24/12	09/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p M-----	:30	1	\$750.00	P-5	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1		\$750.00		0.00			
E 63	WKYC	09/24/12	09/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a M----- (9:00 AM-10:00 AM)	:30	2	\$200.00	P-5	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		2		\$200.00		0.00			
Totals												178	\$95,700.00